

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

April 23, 2013

Call to Order and Roll Call

The fifth meeting of the Education and Outreach Subcommittee was held on Monday, March 18, 2013, at 1:30 p.m. in the Small Conference Room at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:35 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair, David Allgood, Katie Carter, Julia Costich, Patty Gregory (by phone), Anne Hadreas, Regan Hunt (by phone), Sara Reen on behalf of Malea Hoepf Young, Rich Seckel, Kathy Wheeler (by phone), and Marcus Woodward.

Staff Present: Chris Clark (OATS), Reina Diaz-Dempsey, Wanda Fowler, Kris Hayslett, Jean Klinge, Bill Nold, Vanessa Petrey, Brian Staples (DOI).

Addition of New Member:

One new subcommittee member was introduced: Susan Dunlap

Approval of Minutes

A motion was made to accept the minutes of the Mar. 18, 2013, meeting as submitted, seconded, and approved by voice vote.

Update on System Training Program

Maryanne Bolton, Training Project Manager, Deloitte, presented an update on systems training. Ms. Bolton, updated subcommittee members on the end user training delivery methods, prototypes of system training, release date training schedules, groups that need to be trained and gave a brief over view of the non-system training manual that will be developed.

Subcommittee members requested the regional, instructor lead training be conducted for both system and policy and procedure training. Additionally, the members would like more discussion on the training plan for all the different groups.

Update on Call Center Program

Kim Jacob, Project Manager, Xerox, was introduced and provided subcommittee members with a handout, providing the background of Xerox, partners, and technology. Xerox was awarded Contact Center contract on April 5, 2013. Xerox staff has already conducted several Joint Application Design (JAD) sessions with KHBE staff and understands that this is a collaborative effort between several different agencies.

Rich Seckel, suggested that the new contact center conduct several weeks of training to ensure that they system is ready for the Oct. 1, 2013 open enrollment date. David Allgood, requested that a list of acronyms be provided to subcommittee members. Tihisha Rawlins, expressed the need for expanded contact center hours to meet the central time zone in Western Kentucky.

Ms. Klinge asked for subcommittee members to email her with any additional suggestions or concerns.

Other Business

Ms. Klinge asked for input regarding suggestions on the types of materials that the KHBE should make available to the public. Subcommittee members suggested: fact sheets, magnets, pencils, table cloth and things branded with the KHBE logo and website.

Ms. Klinge informed the subcommittee members that the branding and logo would be announced in mid-May.

Ms. Klinge met with 8 members of Participation Station in Lexington to conduct additional user acceptance testing. The final user acceptance training will be sometime in August and she would like to have 10-15 testers and possible some volunteers to represent the small business employer testing the SHOP screens.

Ms. Klinge informed the subcommittee that the KHBE has been meeting with sister agencies to discuss their role with assisting the KHBE. To date the KHBE has meet with Department for Medicaid Services, Department for Public Health, The Commission for Children with Special Health Care Needs, Department for Aging and Independent Living, Community Mental Health Centers, and the Family Resource and Youth Services Centers. Additional meetings are still being coordinated with other agencies including the public libraries.

The next meeting of the subcommittee will be held on May 20, 2013at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 3:05 p.m.